



U.S. Small Business
Administration

SUCCESS STORY

New Hampshire DISTRICT

Release Date: May 17, 2022

Release Number: NH-22-17

Contact: Cheryl Croto, Cheryl.Croto@sba.gov

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‘Electrical Installations’ of Moultonborough is SBA’s 2022 New Hampshire and New England Jeffrey Butland Family Owned Business of the Year

In October 1987, Charlie, Sr. and Darlene Fritz started Electrical Installations (EII) from their garage. They began designing and manufacturing control panels while programming complex, state of the art control systems. They were pioneers in computer controls in New England. Equipped with a very basic IBM personal computer, a few tools, and a garage that formerly housed garden tools and bicycles, they put their previous experience in business, as well as electrical and control systems, to work. Searching for a market, they began with control and power work for wood to energy plants.

As technology and regulations were evolving, and water and wastewater treatment plants began to need required upgrades, the automation and water treatment worlds merged. They identified the need for environmentally friendly automated process controls to ensure cleaner wastewater and purer drinking water. Today, Electrical Installations provides electrical services and automation for water and wastewater treatment facilities and provides electrical construction services for owners and general contractors throughout New England.

The company has grown exponentially and currently includes nine Fritz family members. All company employees have, and continue to be, considered part of the extended family. Jim Fritz (President) began his career in the Electrical field in 1984 and obtained his State of NH Electricians License in 1988. Recognizing the skills and expertise needed to operate the business, Jim returned to college at night to obtain his BS in business, with a concentration in



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small business management. Charles Fritz Jr. (Chuck) received his State of NH Electricians License in 1989 and he and Jim built EII by hiring and training electricians and programmers, enabling the company to expand its territory and customer base. Jim and Chuck now run the day-to-day operations along with their sons.

One of their biggest projects to date is the \$95 Million Pierce Island Wastewater Treatment plant in Portsmouth, NH, with EII selected as the control systems integrator. EII provided all the instrumentation, integrated controls in SCADA and integrated a new thin client system so operators can control SCADA from any building in the facility. A SCADA (Supervisory Control and Data Acquisition) system is designed to help operators collect, analyze, and access actionable data and manage the industrial equipment.

EII grew sales from less than \$100,000 per year to over \$10,000,000, all while maintaining rigorous quality and safety standards. They currently have 34 employees residing in four states and provide services in six states from their headquarters in Moultonborough NH, and a very productive second office in Westport, MA.

Charlie started working with business advisor Ed Miles of the NH Small Business Development Center and is in the process of transitioning the ownership of the business to Jim and Chuck, including plans to transition to the third generation of ownership as well. Charlie commented, "We gratefully acknowledge the assistance of the SBA many years ago when we had no reputation, no project experience, and no credit rating. Without the backing of the SBA, startup companies have a very difficult time securing necessary working capital. Also, we really appreciate the efforts of the UNH extension program, the NH Small Business Development Center and business advisor Ed Miles for their invaluable and ongoing assistance, and wise counsel in our generational transitions."

Ed Miles, Seacoast Regional Director for the NH Small Business Development Center said, "Charlie and Darlene have not just created an extremely successful NH based business but a family legacy that will benefit the next generations of their family well into the future. It has been a pleasure to meet and work with Charlie, Darlene, Jim, and Chuck."

The Fritz family is proud of the commitment they have to their employees and the community. The family contributes to local charities as a way of giving back and giving thanks for all their blessings. The family busily participates in golf fundraisers, Make-a-Wish Foundation, Meals on Wheels, and volunteers with church and other organizations.

For more information <https://www.eii-hq.com/>.

Award winners will be honored at the 2022 National Small Business Week celebration, sponsored by the NH Office of the U.S. Small Business Administration and the NH Banker's Association, that will be held on Thursday, May 12th from 3:30 to 6:00pm at the Manchester Country Club. [Register Here](#).



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